BERNSTORFF DENIES AMERICANS WE**re desp**atch bearers to berlin

Despatches from Berlin Saturday

no information as to the recent sink

ing of the Allan liner Hesperian, al-

leged to have been attacked by a Ger

The Berlin despatches state that the

belief in the German capital is that

the German response to the American

note of inquiry into the affair will de-

pend upon whether or not there were

Americans killed on the Hesperian. If

their lives, the American inquiry will

A statement was issued at the of-

BERLIN, Germany, Sept. 12.—While admitting that he has acted undiplo-

natically and that his recall has been

necessitated by his actions, the German press finds excuses for the attempts of Doctor Dumba, the Austrian

ambassador to the United States, to

prevent the exportation of arms and

The Berliner Zeitung is one of the cading publications to comment on the cumbs incident, which prefaces its re-

in thing to start strikes in American

man submarine.

Ambassador Returns to Capital for Conference With Secretary of State Lansing

ORDUNA NOTE KEPT ON SECRET FILE

Drastic Action is Predicted, But Officials Decline to Make Any Comment

[Associated Press by Federal Wireless] be ignored.
WASHINGTON, D. C., Sept. 13.— White Star Line Issues Statement. Ambassader von Bernstorff returned to Washington from New York last fice of the White Star line in London received by vessels in the vicinity. night and today will see Secretary of Saturday in which it is declared that These vessels are speeding to the restate Lansing, the purpose being a the Arabic made no attempt whatever one as fast as their engines will drive discussion of Germany's note on the to ram the submarine and that no them. Arabic, concerning which the ambas changes in the course of the liner were

sador had promised concessions, but which the note itself did not contain. Shortly before his departure from New York, according to despatches here, Ambassador von Bernstorff is sued a denial to the charge that he had used or attempted to use any American as a bearer of messages to CONDONED BY PI

. This is the charge made by the state department against Ambassader Dumba of Austria, and it is understood newspaper charges have been made to the effect that von Bernstorff was in-volved in the plotting of the Austrian Vienna Silent.

In the meanwhile the government has not, it is reported, received any message from the foreign office at Vicenna in regard to the cable demanding the recall of Ambassador Dumba.

No steps have been taken against ers alleged to be involved in the

Officials of the government are with holding comment on all phases of the situation, and as a result there has easy to understand how the repre-

to Vilna, reports Petrograd, but are meeting with increasing opposition and are losing out of proportion to their gains in their attempt to reach the a-Rovno railway.

Third Victory in Galleia Between the Sereth River and the essarablan border, in Galicia, where Russians are crowding an Austro-rman army, the Slavs have scored their third successive victory for the week and have now taken in the operations of the past six days a total of 22,000 prisoners and many guns.

South of Riga the Russians are on the aggressive and the German progress there has been brought to a com-

The Austrian official reports admit he recent defeats south of Tarnopol Turks Suffer Reverse.

An official report from Petrograd on the Caucasus operations states that the Turks have been repulsed with heavy losses in a recent attempt to cross the Arkhave River for the pur-pose of attacking the Rusian positions along the base of the Mahara dagh mountain. The Russian cavalry attacked the Turkish cavalry south of Belasguert, driving the Turks from the village of Domian.

BATTLE FOR RIGA

LONDON, Eng., Sept. 13.—The bat on the Rumanian frontier have not diminished in vigor; if anything they are growing fiercer. Petrograd despatches claim the Russians are on the offensive and successfully so. he Russians have retired in the of Grodno, however, for the according to reports, of reorganizing their line from its salient on the Nieman river. Despatches say the Russians are holding in their con

Austrian Commander Gusted. General von Kluege, commander of the Eighth division of the Austro Ger man forces, who is held responsible for the defeat by the Russians on the Sereth River front, has been dismissed by Emperor Franz Josef, according to a despatch from Amsterdam. He has been retired on a pension at his own

request, the despatch says. Reports from Petrograd declare un founded rumors published in the American press that the Goremykin cabinet has resigned and that a new coalition cabinet will be formed.

RUMORS OF SIG ALLIES VICTORY IN GALLIPOLI.

LONDON, Eng., Sept. 13. Breaking the silence which has fallen over the Dardanelles for the past several days came rumor last night of decisive

FRANCT TO RAISE

state that the foreign office has been informed by the admiralty that it has

New York Face Peril at Sea

HALIFAX, Nova Scotia, Sept. 13 .-With 1700 Italian reservists aboard, it is shown that no Americans lost is on fire in the transatlantic lane.

The ship has sent out S. O. S. calls by its wireless and they have been

In addition to the reservists, the

Whether the fire is of incendiary origin has not been learned.

OF TEUTON CAPITAL

EL PASO, Tex., Sept. 12.—In response to a report from Chihuahua that he and General Fierro had been

marks by stating that if the Austro-Hungarian ambassador intended to do killed during a visit to the ranch of General Urbina, General Villa sent an indignant telegram to his representamanufacturing plants he did not strictly observe the limits of diplomatic pertives here stating that the report must

Home Course in Advertising

PURPOSES OF THE COURSE:-(1) To increase

returns for the retailer who now advertises. (2) To show

the non-advertising retailer how he can lower his prices, yet

increase his profits. (3) To suggest to the jobber and

manufacturer a cautious method to create demand and

increase good-will. (4) To prepare the person with latent

This course, when delivered personally to a class of stu-

dents, costs \$15. It is equivalent to a correspondence

sourse which costs \$95. . The entire 90 lessons will be

CHAPTER LXXXIV.

ARGUMENTS VS. NEWSPAPERS AS MEDIA.

too. In the first place there is the clerical work involved

in the use of newspapers. If you were using 4000 news-

papers, feaching say twelve million circulation you, would

need about twenty people continually at it to take care

of the details entailed. If you were to reach those same

twelve million people with fifty magazines, one man could

vertising makes some advertising agencies prefer maga-

zine accounts rather than newspaper accounts. And when

the advertiser takes care of his newspaper advertising

newspaper. It has got to be on cheap print paper which

cannot reproduce a very good halftone. The illustration

in the newspaper must either be a line cut made of zinc

or wood, or else it must be a very coarse screen halftone,

which cannot possibly show up like a photograph, like a

Another limitation that is alleged against the news-

fine screen halftone would if printed on smoother paper.

from his own office, this difficulty seems even greater.

That big difficulty in connection with newspaper ad-

There are also certain mechanical limitations of the

handle the work.

The newspaper as a national medium has advantages.

given exclusively with this newspaper free of charge.

advertising ability for a place in this new "profession."

IN GRAVE DANGER WAR, SAYS BRYAN

Belligerents May Affect Neutrality Status

Associated Press by Federal Wireless] [Associated Press by Federal Wireless] MINNEAPOLIS, Miss., Sept. 12 .-William Jennings Bryan, addressing the Santanna of the Fabre Line, bound the Swedish Evangelical Covenant the Dumba affair and to the general question of American neutrality.

"It is impossible that Ambassador Dumba can be allowed to remain as These vessels are speeding to the res- the envoy of his government," he said. "He no longer enjoys the confidence of this government, which confidence he must necessarily have if he is to Santanna also carries a big cargo of discharge his ambassadorial duties."

Referring to the general question of neutrality, Mr. Bryan said: "At the very beginning of the war, the American government disapproved of the taking up of any of the war loans by the financial interests of this country. The loans which the belligerent coun tries are floating are so large that they can only be taken up through the cooperation of a large number. The combination of so many Americans for such a purpose raises the question whether it does not affect the neutral-Ity of this nation.

"The appeal issued by President Wilson to the nation that strict neutrality be observed will have little effect if we become interested financially with the success of either one side or the other in the great struggle."

SIXTY DAYS IN JAIL FOR CARRYING KNIFE

tives here stating that the report must be widely contradicted. Neither he nor General Fierro have been injured in the least. Villa's telegram was the least. Villa's telegram was ed not guilty, a Filipino interpreter in pected, but along one-sided way to help the enemies of salies to forecast, his own land, should feel tempted to de something to counteract this, as a making.

A report from Nogales says that the had entered a plea of guilty for him, whereupon he was sentenced to serve Calles, is now investing Nogales, Sonora.

A report from Nogales says that the had entered a plea of guilty for him, whereupon he was sentenced to serve Calles, is now investing Nogales, Sonora. The Germans are crowding, has selected by the first point of the germans are crowding has selected by the first point of the germans are crowding has selected by the first point of the germans are crowding has selected by the first point of the germans are crowding has selected by the germans are crowding closes the germans are the court, and and and

Shipload of Reservists From Thinks Floating of Loans By Rear-Admiral Winslow Arrives at San Diego to Take Over Duties

[Associated Press by Federal Wireless] SAN DIEGO, Cal., Sept. 13.-Rear-Admiral Cameron McR. Winslow arrived here yesterday to relieve Adfor the Mediterranean from New York, yesterday, referred at some length to miral Thomas B. Howard as commander-in-chief of the Pacific fleet, the transfer of flags to take place today. With the hauling down of Admiral Howard's flag from the cruiser Colorade, his flagship, he reverts to the rank of rear-admiral, while Admiral Winslow assumes the rank which the command of the fleet carries.

Admiral Howard retires with the highest praise of the navy department,

[Associated Press by Federal Wireless] NEW YORK, N. Y., Sept. 13.—The commission of British financiers, here to arrange for the better financing of war orders for the Allies, and to handle the preliminaries of a great British loan, have held a joint meeting with the chief exporters of grain and other commodities, before whom the com-missioners outlined their proposals for missioners outlined their proposals for SAN FRANCISCO, Cal., Sept. 13.—credits. It is understood that the plan [Associated Press by Federal Wireless]

PIONEER CANADIAN RAILROAD BUILDER

paper is that it is short-lived. The newspaper is read today and thrown away tomorrow. The magazine is kept. However, if the impression that advertising gives is strongly if not entirely comprised in its first impression, then the advertisement which is seen many times has no more power to persuade than that which is seen once or twice. That which we see again and again, we just see. We do not observe it the subsequent times. Therefore, its stimulus on our minds is not much more than when first seen. Perhaps, then, the fact of short life of a newspaper ad is not so great an objection after all.

Another point is that of atmosphere. The magazine is not only high-grade artistically, but it also is supposed to be of loftier subject matter. As to the kind of advertising carried, magazines quite often refuse to accept medical advertising, even when it is of approved merit. Newspapers, with the exception of a few accept certain medical advertisements. Perhaps this is because the meritorious medical advertisers have found newspapers most resultful.

Almost all publications accept cigarette advertising, Some refuse whisky advertising. This point is often emphasized, for the reason that an ad is supposed to be known by the company it keeps. If an ad for an automobile is surrounded by an ad for beer, the theory is that the motor ad is decreased as to its effectiveness as against the power it would have if it were surrounded with music advertisements.

There is certainly something to that, but when your ads have position and are alongside of news matter which is worthy, interesting and important enough to warrant publication, then your ad is in pretty good company. Just because some newspapers accept advertising alongside which you would not want your ad, is no reason why you should not want newspapers, because if you wish you can have your ad isolated.

Another point in the controversy as to whether newspapers or magazines are better media, has to do with the contents other than advertising. The newspaper is composed of much that is only partially read. It is skimmed over. It is bought out of habit and simply in hope or fear that there may be something there worth reading. The magazine is supposed to be bought, selected and paid for because it is nearly a hundred per cent of the matter that you want to read.

But it is an open question whether or not this fact that there is not so much engrossing matter in magazines —is a point in favor of such advertising. For, is not that fact more apt to prevent the eye from seeing the ad!

DANIELS NAMES EDISON CHAIRMAI OF NEW NAVAL ADVISORY BOARD

Every Branch of Science to Be time October 6 in Washington, Personnel of Board.

The following is the members of Organization

STRENGTH OF NAVY IS PRIME OBJECT

Submarine Construction Wil Be Given Immediate Attention By Members

[Associated Press by Federal Wireless] WASHINGTON, D. C., Sept. 13. -Secretary of the Navy Daniels yesterday announced the personnel of the naval advisory board, of which Thomas A. Edison is chairman. The board consists of 22 men who are the leaders of the different fields of science in the United States.

The men have been selected by 11 engineering and scientific societies. each having nominated their two best men for membership. This method of William S. Emmet, ploneer pro forming the board was taken as the of electric ship propulsion; Spencer result of conferences between Secre- Miller, expert on simplified coaling of tary of the Navy Daniels and Mr. Edi- ships, and inventor of the 1 son, following Mr. Edison's acceptance buoy; Henry Wise Wood, authority in ecently of the chairmanship. The board will meet for the first

The following is the membership of the board: Thomas A. Edison (chairman), the world's greatest inventor; Hudson Maxim, explosive expert; Matthew Sellers, aeronautical authority; Howard Coffin, inventor; Andrew Riker, inventor; Dr. Peter Hewitt, aernautical and electrical inventions; Thomas Robbins, mechanical expert W. R. Whitney, director of research in the electrical field; L. H. Backelan, Belgian chemist; Frank Sprague, who built the first electrically trained naval gun; Benjamin Lamme, in-

Other Sciences Represented. Robert Woodward, astronomer, president of the Carnegie Institute; Arthur Webster, professor of physics, Clark University; Andrew Hunt, en gine expert; William Saunder, invent or and engineer; Benjamin Thayer metallurgist; Dr. Joseph Richards professor of metallurgy, Lehigh University; Lawrence Addicks, engineer; mechanics; Elmer Sperry, electrica

bank robbery, was killed his riddled body being found on a cot in the room An accomplice of Nelson, who had been previously arrested, offered to turn state's evidence against him and led the police to the rooming house in Webster street where Nelson was

The rolice found a room in the restme police guarded all the rooming house exits, to prevent Nelson's escape, others bombarded his room, ols home. More than one hundred shots were fired, Nelson replying

through the first part of the night. Body of Robber Riddled. Yesterday morning, shooting by Nelson having stopped, the police broke into his room, finding his riddled body lying on his cot. The walls of the room were bullet splintered. In the exchange of shots, one police

arm, while a fellow lodger with Nelson was shot in the head, probably a fatal Nelson was wanted for robbing the Boyle Heights branch of the Home Savings Bank, where he had secured

officer was shot in the leg and the

CABLE SAYS PRICE OF CHINA SO HIGH THAT ASANO WILL NOT BUY

That the deal by which the Atlantic Pransport Company of West Virginia offered to sell its recent purchase, the fromer Pacific Mail liner China, to the Toyo Kisen Kaisha, has fallen through ecause too high a price was asked, s stated in a cable received by the

The despatch declares that President S. Asano of the T. K. K., while here on Friday, wirelessed Manager William H. Avery of the line's San Francisco office that the price asked by the A. T. company was too high and that further negotiations for her purchase would not be cenducted. While here, however, Mr. Asano appeared confident that he would purchase the China, and included it in

September 21 the China is due here liner was built in 1889 at Glasgow and came under the American flag through Hawaiian registry. China's gross tonnage is 5060, and net

WOMAN OF 107 YEARS WANTS TO LIVE UNTIL SHE CAN REGISTER VOTE

GLEN FALLS, N. Y .- "Of course, I haven't many years to live, but my Beretania and Fort streets, every one ambition is to live long enough t cast a vote, and I think I will." These were the words Mrs. Mary

Sage, 107 years old, of Darrowsville, a small hamlet near here, used as she signed the yellow slip indersing woman suffrage. "Do men neglect their business for

politics?" she is quoted as asking when a friend mentioned one of the principal arguments of the antis. Then, if they don't, why is it reasonable to expect women will neglect their homes?

EBERSOLE TAKING UP **CUDGELS FOR SUNDAT**

Billy Sunday, the noted evangelist who may come to Honolulu for a cam-paign next year, is credited with uning rather strong language, including the most modern slang, in his endeavor to "drive home" the points in his platform addresses. For this reason ousands have criticized the form aseball player. At the same time ens of thousands have indorsed

things clear, however, was not first introduced by Mr. Sunday. Many of those famous Biblical characters of

al meningitis was announced by D. Richard Bull of the University

ed and Second Degree; 7:30 TUESDAY-

Hawaiian Lodge No. 21; Special, Third Degree; 7:30 THURSDAY-

Honolulu Chapter No. 1, R. A. FRIDAY-Oceanic Lodge No. 371: Spe-

cial, Second Degree; 7:30 p. Harmony Chapter No. 4, O. E.

S.; Stated; 7:30 p. m.

SCHOFIELD LODGE WEDNESDAY-

SATURDAY-

HERMANNS SOEHNE

Versammlungen in K. of P. Hall. Montag, August 2 and 16. Montag, September 6 and 20. W. WOLTERS, President. C. BOLTE, Sekretair.

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX.

Will meet at their home, corner Thursday evening at 7:30 o'clock. CHARLES HUSTACE, JR., Leader. FRANK MURRAY, Secretary.

HONOLULU LODGE, 616, B. P. O. E. meets in their hall, on King St., near

Fort, every Friday brothers are cor dially invited to at-J. McCARTHY, E.R. H. DUNSHEE, Sec.



ANOTHER HUGE ARMY. LONDON, Eng., Sept. 12.-From Paris it is announced that the French vernment has completed a plan for